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## Position Description

Created: February 2012

### MISSION

The mission of St Vincent's Institute is to carry out the highest quality laboratory based biomedical research, in order to make discoveries that will improve the health of the community by prevention or better treatment of common diseases that cause premature death or reduced quality of life. The mission is based on the values of excellence, ethics, innovation, creativity, collaboration, teamwork, individual drive, persistence and integrity.

### JOB TITLE

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<b>Title</b>	<b>Public Relations and Events Coordinator</b>
<b>Location</b>	SVI Foundation
<b>Reports to</b>	Development Director
<b>Hours</b>	Part Time – 4 days per week

### JOB PURPOSE

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To raise the public awareness of SVI's contemporary research activities, achievements and goals and to reach potential donors and supporters who's philanthropic interests and goals are closely aligned. Using effective public relations tools and well planned, promoted and executed public events positively enhance the profile and ultimately the resources of SVI, whilst also meeting stakeholder needs.

The role involves a range of public relations and communications responsibilities through to the co ordination and execution of a variety of fundraising and public relations events across the calendar year.

### PUBIC RELATIONS

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In consultation with SVI Communications Manager, and ensuring consistent representation of the SVI brand:

- 1. Develop a marketing and communications plan for SVI Foundation that includes each event**
  - Identify communication targets and objectives
  - Identify key resources required to deliver communication objectives
  - Develop timetable of communication activities
- 2. Develop and produce promotional materials and invitations for each event an activity**
  - Identify appropriate form, content and layout of communications collateral
  - Work up and proof-check materials, in conjunction with external production houses/printers
  - Ensure signoff from SVI Communications
- 3. Develop sponsorship proposals and promotion, ensuring all obligations to sponsors are fulfilled**
  - Identify and develop relationships with key sponsors
  - Manage the portfolio of current sponsors, and leverage new partners
  - Secure sponsorship for each event
  - Ensure sponsor requirements are met and acknowledged

- 4. Identify and develop relationships with journalists and various media channels for the promotion of SVI and events**
  - Leverage SVI media contacts and connections in electronic and print advertising for fundraising events, with particular focus on the requirements of *SVI Discovery Day*
  - Identify and highlight SVI research achievements that will be of interest to the general public, and always be alert to press release opportunities
  - Proactively chase media opportunities to broaden the target audience
  - Promote SVI events in appropriate media outlets, including social media
  - Support to the SVI Communications Manager in coordinating media releases and press conferences, and the drafting of news articles and advertorials related to SVI events
  - Provide creative suggestions and opportunities for TV and print advertising
  - Ensure journalists in the scientific and medical research sector are on SVI mailing lists, and updated as required
- 5. Develop portfolio of PR material from each event**
  - Maintain a folio and record of articles, photos, invitations and other materials ensuring all communications and visual collateral is retained on each event.
- 6. Ensure that the goals and activities of the SVI Foundation are well presented in all SVI communications material**
  - Provide quality and on time content for the Foundation pages of the SVI Website, Annual Report and quarterly *Edman* newsletter
  - Contribute to the creation of corporate SVI DVD, or other video promotional material
- 7. Establish and manage a high profile ambassador program to support and promote SVI.**
  - Identify, recruit, engage and maintain appropriate ambassadors to promote the SVI case for support
  - Provide coaching as necessary to ambassadors to successfully meet the varied target audience needs
  - Recognise contributions appropriately
- 8. Coordinate regular tours of SVI for all external stakeholders**
  - Facilitate the scheduling and program of tours for potential donors, corporate sponsors and community groups
- 9. Internal communication to ensure organisational awareness of the activities and goals of the SVI Foundation**
  - Internally promote all upcoming fundraising programs, and provide post-event articles and photos via staff newsletters and intranet posts

## **EVENTS MANAGEMENT**

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As the key driver and organiser of SVI fundraising events (excluding SVI Golf Day and \$10,000 Club events):

- 1. Develop an annual fundraising events calendar in conjunction with the SVI Foundation team and volunteer committees**
- 2. Provide expertise, guidance and resources to the SVI Foundation volunteer events committees**
  - Be an active contributor on volunteer committees, providing expertise on strategy and opportunities through events
  - Support committee members in sourcing sponsors, guests and fund raising collateral
  - Follow up on committee member suggestions
  - Host regular thankyou events for committee members
  - Recruit new committee members
- 3. Document financial objectives for each SVI event**
  - Provide realistic and comprehensive budget and profit forecasts for each event
  - Provide post event analysis of final profit result
  - Budget and profit forecasts closely align with actual profit result
- 4. Successfully execute SVI fundraising events, planning, organising, and coordinating the numerous elements involved.**
  - Venue Management - negotiation and relationship management with venue representatives
  - Logistics - maintain running sheet on processes, timelines, task delegation and cost.
  - Guest Speakers – together with the Director Development, identify and act as the major contact point for guest speakers and/or their representatives
  - Guest List - working with the fundraising team to define the target segment and manage invitation list, prepare and distribute invitations, provide attendance forecast and track status of attendance with follow up to invitees as appropriate prior to event
  - Sponsors – identify suitable sponsors, act as their major contact point and deal with sponsor requirements and logistics
  - Auxiliary products and suppliers – identify suitable suppliers and negotiate best rates for the range of requirements including audio visual equipment, gifts, floral displays etc.
- 5. Stewardship Recognition**
  - Provide prompt written recognition of supporter contributions including donations, pro bono work, sponsorship, speakers etc involved in SVI Foundation events.
  - Ensure that all donations are recorded and acknowledged appropriately and accurately.
  - Maintain records of sponsors and related correspondence and communications
- 6. Conduct and document a post event evaluation identifying opportunities for continuous improvement.**
  - Document all aspects of the event management
  - Identify improvement opportunities
  - Ensure that recommendations from all stakeholders are acted upon and incorporated in future activities.
- 7. Identify third party event opportunities and key potential relationships for SVI**

## **TEAM WORK**

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### **As a positive and contributing member of the SVI Foundation and fundraising team:**

- Develop close working relationships with volunteers and Board members and be responsive to the commitment and opportunities within SVI volunteer committees
- Provide training and direction as needed to volunteers and all team members in events management and related activities
- Provide assistance in the range of general fundraising administration, including periodic mail outs
- Work closely with a small team ensuring good communication across the spectrum.

## **POLICY COMPLIANCE**

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### **Comply with all SVI policies, workplace legislation including Workplace Health and Safety.**

## **SELECTION CRITERIA**

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### **Education, Experience and Knowledge:**

- Tertiary qualifications in marketing, public relations, event management or equivalent experience
- Minimum 5 years experience in PR and event management, ideally in a philanthropic setting
- Strong track record of success
- Demonstrated competency in the financial management of events to meet agreed objectives
- Demonstrated understanding of the critical success factors of an events and media program
- Superior time management and organisational skills, including ability to work under pressure with competing deadlines
- Proven success in relationship management and experience in sourcing and negotiating sponsorship
- Microsoft Office applications (Intermediate Word, Outlook, PowerPoint, Excel)
- Sound knowledge of fundraising databases such as 'Donman'
- High standard of written and verbal communication with proven presentation skills
- Demonstrated ability to work effectively both autonomously and as a member of a team
- Current drivers licence
- Willingness to travel if required and undertake afterhours work when required.

### **Personal Attributes:**

- Excellent personal presentation
- Customer service focus
- Solid ethical work practices demonstrating integrity and trust
- Active listener
- Patience & perseverance with a varied profile of stakeholders
- Proactive

### **Desirable:**

- Well networked in Melbourne with media and event professionals
- Accredited with the Fundraising Institute of Australia
- Experience in health and/or medical research